

## **SECTION VI: WIC APPROVED FOODS**

<b>Overview</b>	Because WIC foods are specifically chosen to help reduce complications of pregnancy due to poor nutrition and to promote the healthiest possible birth, growth and development of infants and children, the Vendor's role in ensuring WIC customers receive only those foods prescribed on the WIC check is critical. By signing the Agreement the Vendor agrees to maintain a minimum stock (quantity and variety) of the current WIC approved foods on the store shelves at all times.
<b>WIC Approved Foods</b>	A complete printed approved brand list is provided in Appendix G. The Department will provide an updated brand list to the Vendors at least thirty (30) days prior to the expiration of the previous list.
<b>Minimum Stock</b>	<p>This section also lists the minimum stocking requirement of WIC approved foods. By signing the <i>WIC Vendor Agreement</i>, Vendors agree to maintain the minimum stocking requirement of WIC approved foods in the store at all times.</p> <p>By signing the <i>WIC Vendor Agreement</i>, Vendors agree to maintain adequate inventory records (invoices and purchase orders) to verify billings made for all WIC food items purchased at any time during the current agreement year, and for the previous three (3) years if a <i>WIC Vendor Agreement</i> was then in effect. This must include, but is not limited to, inventory records required for Federal tax reporting purposes.</p>
<b>Store Brand Definition</b>	Store brand definition by Private Label Manufacturer's Association: Store brand products encompass all merchandise sold under a retail store's private label. That label can be the store's own name or a brand name created exclusively by the retailer for the store. A store may belong to a wholesale buying group that owns labels, which are available to the members of the group. These are referred to as controlled labels.

### **6.1 Infant Cereal**

**Target Nutrients**      Iron, zinc

<b>Approved Brands</b>	<b>Varieties</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
Gerber, Beechnut and Nature's Goodness	Must be dry, plain, no fruit added.	8 or 16 ounce box	6 boxes of the 8 or 16 oz. size

## **6.2 Infant Juice**

**Target Nutrients**      Vitamin C

<b>Approved Brands</b>	<b>Varieties</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
Gerber, Beechnut and Nature's Goodness	All 100% juice flavors, no yogurt added.	32 ounce plastic bottle	6 bottles total

## **6.3 Infant Formula**

**Policy**                      Infant formula is an integral part of an infant's diet and is chosen for specific dietary needs. Therefore, it is imperative that Vendors allow WIC customers to redeem only the specific type, size and quantity of infant formula issued on a WIC check.

**Primary Contract Infant Formula**      The Missouri WIC program participates in an infant formula rebate program. In doing so, the Department contracts with a specific infant formula manufacturer who agrees to give a rebate to the Department for each unit of their infant formula redeemed with a WIC check. The money from this rebate enables the Department to serve more eligible participants. The infant formulas included in the rebate contract are called the "Primary Contract Infant Formulas".

**Tiered Stocking Peer Groups for Infant Formula**      The tiered stocking peer grouping requirement is designed to reduce formula inventory for retail Vendors who have less participant traffic and to reduce the financial burden of stocking unneeded formula by smaller retail Vendor stores. The Vendor applicant will initially be placed within Peer Group Class II, unless the new applicant is a member of a grocery store chain or a discount grocer, in which case they will be placed into Peer Group Class III. The new vendor will remain in this peer group for the first six (6) months they are authorized to accept WIC checks.

After six (6) months, the retail Vendor will have its peer grouping status re-evaluated. Using an extrapolation of the monthly average of the retail Vendor's WIC sales WICNS will determine whether the Vendor's current peer grouping needs to be changed.

### **Tiered Stocking Peer Groups**

- **Class I:**    Stores with annual WIC sales of \$72,000 or below.
- **Class II:**    Stores with annual WIC sales of \$72,001 - \$2,000,000.
- **Class III:** Stores owned by major chains, e.g., Dierbergs, Dillons/Gerbes, Hy-Vee, Kroger, Price Chopper, Price Cutter/Ramey, Shop-N-Save, and Schnucks.
- **Class IV:** Stores that are discount groceries and hypermarkets, e.g., K-Mart and Wal-Mart.

<b>Primary Contract Infant Formulas Stocking Levels</b>	<b>Class I</b>	<b>Class II</b>	<b>Class III</b>	<b>Class IV</b>
<b>Milk Based Infant Formula</b> *Enfamil w/ Iron LIPIL – Powder	<b>12 cans (2 cases)</b>	<b>18 cans (3 cases)</b>	<b>24 cans (4 cases)</b>	<b>24 cans (4 cases)</b>
<b>Lactose-free Milk Based Infant Formula</b> *Lactofree LIPIL - Powder	<b>0</b>	<b>12 cans (2 cases)</b>	<b>18 cans (3 cases)</b>	<b>18 cans (3 cases)</b>
<b>Soy Based Infant Formula</b> *Prosobee LIPIL - Powder	<b>12 cans (2 cases)</b>	<b>12 cans (2 cases)</b>	<b>18 cans (3 cases)</b>	<b>18 cans (3 cases)</b>

**Concentrates and  
Ready-To-Use  
Primary Contract  
Infant Formulas**

Concentrates and Ready-To-Use primary contract infant formulas are not required to be stocked by WIC retail Vendors, but must be made available for a WIC customer within seventy-two (72) hours.

**Non-Primary  
Contract Infant  
Formulas**

Enfamil Next Step, Enfamil AR LIPIL, Prosobee Next Step, Kindercal Gentlease LIPIL, Enfacare LIPIL, Pregestimil, Enfamil Premature LIPIL, Nutramigen LIPIL and other brands of infant formulas are not required to be stocked by WIC retail Vendors, but must be made available for a WIC customer within seventy-two (72) hours.

**Special Infant  
Formula**

All infant formulas other than the current Missouri Primary Contract Infant Formulas, which may be prescribed on a WIC check, are called “Special” infant formulas or non-primary contract infant formulas. When a special infant formula is prescribed on a WIC check, the special infant formula may be computer printed on the WIC check or may be hand-written in an area printed on the WIC check identified as “SF\_\_\_\_\_”. In the latter case, the WIC provider will write or type the brand, size and quantity of the special infant formula being issued in the area provided. “SF\_\_\_\_\_” checks are to be used for no other purpose than for the special infant formula. Any other type of food item written or typed in this space are not to be allowed by the WIC retail Vendor.

**Special Ordered  
Infant Formula  
Pricing Limitation**

Effective October 1, 2004, in the event a WIC customer orders a special infant formula, the WIC authorized Vendor is limited to the amount they may charge for special infant formulas. The Vendor must set the price of the special ordered infant formula using the following method:

- The Vendor is allowed to mark up the special infant formulas no more than ten (10) percent over the Vendor's wholesale price.
- In the event that the formula has special shipping costs an additional five (5) percent of case price may be added to the case price of the special infant formula. The shipping price is then distributed evenly among the number of units ordered.
- The Vendor must attach a copy of the invoice and shipping costs kept by the Vendor to the WIC sales receipt.
- The Vendor must attach proof of the special order for a WIC customer. (Proof is the name of the WIC customer, the date special infant formula is ordered and date of the sale.)

The State WIC office will authorize the purchase of special ordered infant formulas only at the price levels indicated above. In the event that the special ordered infant formula exceeds the maximum allowable price on the check, the Vendor should not deposit the check. The Vendor should complete the check appeal form and attach the following: the check, transaction receipt, a copy of the invoice showing the items and shipping costs, and an explanation of why the cost of the infant formula being sold exceeds the amount of the check. Submit these items to the WIC staff for review.

The State WIC office monitoring staff shall review the Vendor's WIC sales receipts during on-site monitoring reviews. If during these reviews it is found that the Vendor has exceeded the ten (10) percent limit on special ordered formulas the Department shall make a claim for reimbursement for the amount exceeding the limitation.

This pricing limitation applies to all special and/or ordered infant formulas. Pharmacies are not to accept WIC checks for the Primary Contract Infant Formulas of Enfamil LIPIL with Iron, Prosobee LIPIL and Lactofree LIPIL in the concentrate, powder and ready-to-use varieties.

**Allowing Correct  
Amount of  
Infant Formula**

Vendors must allow participants to receive the full amount of infant formula listed on the WIC check. If necessary, the vendor must split the four, six or eight pack and sell the infant formula by individual cans. In this case a vendor must take the price of the pack and divide it by the number of cans in the pack to get the individual can price.

Vendors are required to allow the participants the full number of cans listed on the check even if the amount of the sale exceeds the maximum amount listed on the WIC check. If the sale amount exceeds the amount on the WIC check DO NOT deposit the check. Send the WIC checks to the state WIC office with an Approval Request for Non-Paid WIC Check (WIC-77) form, the cash register receipt, and any written explanation needed (See Appendix F).

## **6.4 Eggs**

**Target Nutrients** Iron, protein, vitamin A, vitamin B6, vitamin D, folate, and zinc

<b>Approved Brands</b>	<b>Varieties</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
All brands	Fresh Eggs, grade A or AA White only. No low cholesterol or specialty eggs. No organic or free range.	Medium only	12 single dozen cartons

## **6.5 Milk Products**

**Target Nutrients** Calcium, protein, riboflavin, vitamin A, and vitamin D

<b>Category</b>	<b>Approved Brands</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
<b>Whole Milk</b>  Must be unflavored, vitamin D fortified. No organic or special brand milk products allowed. No glass bottles.	All brands	Fluid gallon	12 gallons
<b>*Reduced and Low Fat Milk (2%, 1%, ½%, Skim)</b>  Must be unflavored, vitamin A and D fortified. No organic or special brand milk products allowed. No glass bottles.	All brands	Fluid gallon	24 gallons
<b>Cultured Buttermilk</b>  Whole or low-fat variety.	All brands	Fluid quart	Must be available within 72 hours
<b>Evaporated Milk</b>  Whole or low-fat variety. Filled milks are not WIC approved.	Store Brands Only	12 ounce can	Must be available within 72 hours
<b>Dry Milk</b>  Whole or low-fat variety.	Store Brands Only	3 quart box and 8 quart box	Must be available within 72 hours

\*Reduced Fat and Low-Fat Milk stocking requirement may be a combination of either type of milk. If a WIC retail Vendor chooses to stock only the Reduced Fat Milk (2% milk), if requested, the Low-Fat Milk (1%, ½%, Skim) must be made available for a WIC customer within seventy-two (72) hours.

## **6.6 Cheese**

**Target Nutrients** Protein, calcium, and vitamin A

<b>Approved Brands</b>	<b>Approved Varieties</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
<p>Store Brands Only.</p> <p>No sliced cheese except for store brand American cheese.</p> <p>Must be plain, natural and domestic.</p> <p>No special brands allowed.</p>	<ul style="list-style-type: none"> <li>American</li> <li>Cheddar (includes extra sharp, sharp, medium or mild)</li> <li>Colby</li> <li>Colby Jack</li> <li>Monterey Jack</li> <li>Mozzarella (includes part skim or whole)</li> </ul>	<p>Must be:</p> <ul style="list-style-type: none"> <li>Prepackaged</li> <li>Block Only</li> <li>8, 16 or 32-ounce sizes only.</li> </ul>	<p>3 different varieties, 12 pounds total</p> <p>Note: Different types of a certain cheese count as different varieties. For example, extra sharp, medium and mild cheddar would count as three different varieties.</p>

### **NOT Approved**

The following cheese products are not WIC approved:

- NO deli or deli sliced cheese
- NO “cheese food” or “cheese food product”
- NO cheese spread, string cheese or shredded cheese
- NO low-fat, reduced fat, low cholesterol, low-salt or “lite” cheese
- NO cheese with additives or flavoring, example: cheese with jalapeno peppers, smoked
- NO individually wrapped slices
- NO individually weighted blocks of cheese

## **6.7 Dried Beans and Peas**

**Target Nutrients** Low-fat source of protein, iron, and folate

Approved Brands	Approved Varieties			Approved Size	Minimum Stock
Store Brands Only.	All varieties are allowed.			One pound package only.	3 varieties 4 packages each variety 12 packages total
Dry, unprocessed bean or pea or mixed beans.	Cow Peas	Mung Beans	Lentils		
Plain, no flavored beans or flavoring packets added.	Kidney Beans	Soy Beans	Split Peas		
	Great Northern	Navy Beans	Pinto Beans		
	Black Beans	Baby Lima			
	Crowder Peas	Garbanzo Beans			
Mixed Beans	Black Eyed Peas				

## **6.8 Peanut Butter**

**Target Nutrients** Protein, iron, and vitamin B6

<b>Approved Brands</b>	<b>Approved Varieties</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
Store Brands Only.	Smooth, creamy, regular variety.	18 ounce jar only	12 jars total

## **6.9 Tuna**

**Target Nutrients** Protein, iron

<b>Approved Brands</b>	<b>Approved Varieties</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
Any brand of plain tuna is allowed. No Albacore or white tuna. No tuna packed in oil.	Water packed plain or regular variety.	6 to 6.5 ounce can (no bags)	12 cans total

## **6.10 Hot Cereal**

**Target Nutrients** Iron, folate, zinc, and vitamin B6

<b>Allowable Brands</b>	<b>Size</b>	<b>Minimum Stock</b>
Refer to current WIC Approved Food Brand List for this category.	Any box 12 to 36 ounces	6 boxes total

## **6.11 Cold Cereal**

**Target Nutrients** Iron, folate, zinc, and vitamin B6

<b>Manufacturers Approved Brands</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
Cheerios, Kellogg's and General Mills Corn Flakes and WIC Approved Store Brands Only. No individual size servings.	Any bag or box, 12 to 36 ounces	3 different varieties, 24 units total

### **6.12 Juice, Ready-to-Serve**

**Target Nutrient** All WIC approved juices must be 100% juice, fortified with vitamin C, no sugar added.

<b>Approved Juices and Brands</b>	<b>Approved Size</b>	<b>Minimum Stock</b>
Approved Store Brands Only. No glass bottles.	46 ounce can or plastic bottle	3 varieties, 18 units total

### **6.13 Juice, Concentrate**

**Target Nutrients** All WIC approved juices must be 100% juice, fortified with vitamin C, no sugar added.

<b>Frozen and Shelf Stable Concentrates</b>	<b>Approved Sizes</b>	<b>Minimum Stock</b>
Refer to the current WIC Approved Food Brand List for this category.  Note: The minimum stock requirement for WIC approved juice concentrates may be filled by frozen or shelf-stable concentrates, or a combination of both.	11.5 and 12-ounce cans	3 varieties, 18 units total

### **6.14 Carrots**

**Target Nutrients** Vitamin A

<b>Approved Types and Brands</b>	<b>Approved Sizes</b>	<b>Minimum Stock</b>
Any brand of cut, fresh or frozen carrots. Baby carrots, crinkle cut, whole or sliced are approved.	1 or 2 pound bags or bunches	10 pounds total

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End of Section VI: WIC Approved Foods